

MCHB/Director Webcast

MCHB Customer Satisfaction Survey:

An Introduction for Resource Center Staff

April 29, 2010

LISA WRIGHT-SOLOMON: Good afternoon. I want to welcome you to our webcast on the maternal health bureau customer satisfaction survey. Introduction for resource center staff.

Next slide, please. My name is Lisa Wright-Solomon and I will moderate today's session. I am MCHB's planning officer. We also have Kristine Scholl a consultant.

Before we start with the webcast I would like to share with you some technical housekeeping information. The slides should advance automatically. The slide changes are synchronized with the speaker's presentation. You do not need to do anything to advance the slides. You may need to adjust the timing of the slide changes to match the audio by using the slide delay control at the top of the messaging window.

We encourage you to ask the speakers questions at any time during the presentation. Simply type your question in the white message window on the right of the interface. Select question for speaker from the dropdown menu and hit send. Please include your state or organization in your message so that we know where you are participating from.

The questions will be relayed on to the speakers periodically throughout the broadcast. If we don't have the opportunity to respond to your questions during the broadcast we will e-mail you afterwards. Again we encourage you to submit questions at any time during the broadcast.

On the left of the interface is the video window. You can adjust the volume of the audio using the volume control slider which you can access by clicking on the loud speaker icon.

Those of you who selected accessible features when you registered will see text captioning underneath the video window.

At the end of the broadcast the interface will close automatically and you will have the opportunity to fill out an online evaluation. Please take a couple of minutes to do so. Your response will help us plan future broadcasts and improve your technical support.

So let's get started. My colleague Romey will begin the presentation.

ROMEY AZUINE: Thank you. On the next slide we are going to give you an overview of what we are going to talk today. We'll first begin by giving you an overview of our agency and our bureau. We will continue to give a brief overview of the resource centers and we will go to tell you why we are conducting this survey and how the

survey will be administered including the assistance that we are asking from you. We would also give you more information in case you want to contact us and then we will conclude with questions and answers.

Next slide, please. About HRSA and the MCHB bureau. HRSA is a prime agency for improving access for health care services for people are uninsured. For people that are isolated and for people who are medically vulnerable. Our agency supports services that provide services for about 60% of women that give birth in the United States. And the maternal childhood bureau which is MCHB initials programs that serve over 34 million women, infants and children every year.

Next slide, please. On this slide we want to give an overview of who we think and who we consider to be resource centers. MCHB funds resource centers around the country. In general they provide technical assistance; they serve general or particular audiences. They disseminate information using print or electronic form. And some resource centers are also known as information centers, some of them are called technical assistance centers, some are them are called libraries. Others are also called clearinghouses.

Next slide, please. Why are we conducting this survey? The purpose of this survey is to give us more information about the services that the resource centers are providing. In general, MCHB conducts regular customer satisfaction surveys and these are part of the bureau's efforts to improve services that it provides to all of its clients. We

currently conduct an online customer satisfaction survey of users of our 39 resource centers. The survey is intended to provide very important information about the services that the resource centers provide in the 12 last months. We are hoping that this survey will provide us with very, very important information regarding demographics, regarding all the information about those who use the resource centers.

Next slide, please. The online customer satisfaction survey of resource centers will provide information that will help the bureau and the resource centers, as well, to improve the services that are provided to the resource center clients. The bureau will share overall survey results and results that are specific to the resource centers with each of the resource centers if an adequate number of responses are obtained. We just want to emphasize that the results from this survey will not affect grantees' current funding.

Next slide, please. With an overview and the purpose of what we have, and why we are conducting this survey, I'm going to hand over to my colleague Jess who is going to walk us through the logistics of the survey.

JESSICA JONES: This survey is being conducted by the CFI group, an independent research and consulting company. The survey will be conducted exclusively on line and all invitations for survey must be made via e-mail or a link to the survey on the resource center's website. The resource centers are being asked to e-mail their users the survey link directly in order to protect the identities of their clients and list serve

members. Again all participation is anonymous but we're trying to further protect the identity of those of having the invitation sent internally by each resource center.

The actions requested by the resource centers are outlined on slide 10. On May 17 we would appreciate you

e-mail the survey and post the link to the survey on your website. Sending out the e-mail before May 17 is strongly discouraged. It is also requested you send out one reminder e-mail on June 10. Additional resource centers are being asked to complete the brief activity log that was labeled attachment three on the e-mail you should have received previously and return this log to MCHB on June 16. Resource centers are strongly encouraged to contact MCHB immediately if they have difficulty completing any of the four requested steps. Those steps are sending out the invitation, posting the link on the website, posting out a reminder e-mail and returning the activity log.

Next slide, please. We would like to thank the many people who supported this project thus far including Dr. van Dike and the rest of MCHB's leadership.

Next slide, please. If you have any questions or concerns about this survey, please contact us at mchbcss@hrsa.gov and a member of our staff will assist you. I believe Lisa will begin the question and answer period for this webinar.

LISA WRIGHT-SOLOMON: Thank you very much for the nice presentation. Let's see what kind of questions we have here. Okay. We do have a question. The first question our resource center cannot identify who utilized our services in the past 12 months.

Can we just send the survey invitation to our list serve? The answer to that is yes but we are asking that all resource centers, if possible, e-mail their past 12 month users and their general list serve. However if it is impossible e-mailing the list serve is question. There's a question early on in the survey and it will identify and exclude responses from users who have not utilized a resource center in the past 12 months. Okay. We have another question. R our resource center is a website. And we don't have an updated list serve. How can we participate?

>> I'll go ahead and take this one. That's fine. If your resource center is a website and you don't have a current list serve all resource centers are being asked to link on the website to the survey and hopefully that will help capture users that you have that you're unaware of so that they can participate and give responses, as well. Again that link to the survey should be placed on the website on May 17.

LISA WRIGHT-SOLOMON: Okay. And we have a question on our message board that says 12 months beginning what date?

>> The 12 months refers to the past 12 months beginning May 17, 2001.

LISA WRIGHT-SOLOMON: We have a question about the length of the survey. We have a preview link to the survey for those that would like to take a look. A preview link is just that. You can take a look, see the questions. That would give you a good estimate as to the length of the survey. We estimated, though, it would take a user, a

responder about ten minutes to go through the survey. So anyone that's interested in taking a look at the survey can e-mail us for the preview link and that e-mail address is mchbcss@hrsa.gov. Let me say that again. mchbcss@hrsa.gov. Okay. We have another good question. Are the slides available for distribution?

>> I believe they mean the slides we are using today. We would be happy to send you a copy of them, if you like. Contact us via e-mail.

LISA WRIGHT-SOLOMON: Anyone that would like a copy of them we'd be happy to send them to you. We have a question about when the data will be available for use in assistance with programming? Christine, maybe you can help a little bit with the time line, if we finish fielding the survey June 27, about when would we expect to get some results back?

>> Usually results take about two to three weeks. The initial results, so that would be at a very high level, the MCHB resource center is at an aggregate level. For the actual resource center results, I would imagine let's see it would probably be mid to late July to early August.

LISA WRIGHT-SOLOMON: Okay. So August being a time a lot of folks are out and it will take a little time here in the bureau to set up distribution, let's say, late August, early September probably realistic. Okay. We have a question and this is an excellent question. And I'm going to paraphrase the question a bit. Our constituents do not refer

to us as a resource center, that's in quotes. The use of the term may confuse our constituent users. Will the survey identify the resource center by the name we use or just resource centers. We have made a lot of attempts including checking websites to use the name that folks know you by. We have also included on the survey a link to each individual website. What I would recommend is, again, if you would like to take a look at the preview survey and just double check that the name we have is exactly how it should read. I mean, I said, we have gone to great length to try to ensure that. But this is an excellent question.

ROMEY AZUINE: Lisa, I want to point out there we understand that not all resource centers refer to themselves as resource centers. Like we pointed out in the presentation slides we say that some of them are called clearinghouses. Some of them are called libraries. Some of them are called information centers. And what we are trying to articulate in resource centers is that this is an organization that disseminates some kind of information, both to specific audiences or to general audiences. We are hoping that by using the word resource centers that we are articulating that very well.

LISA WRIGHT-SOLOMON: Okay. Another good question, where can I see a listing of the 39 MCHB resource centers?

JESSICA JONES: That's a great question. If you go to the survey preview link, which we're happy to provide you with, there's a question immediately about which resource center contacted you and all 39 resource centers are listed there with theirs. So that

would be a wonderful way for you to see the other people that are being surveyed, the other organizations about which survey is formulated.

LISA WRIGHT-SOLOMON: We have a request, can you resend the invitation where to send to our users and the activity log information to us again? We definitely can do that. It might be early next week, but we have set up -- Romey has been our person on this, he has done a good job -- we have a distribution list for everyone. We will resend that information out to you. Sort of a technical survey question. Is there a specific survey response rate that we must achieve for our users? Christine, could you help with that one? Is there a specific survey response rate that we must achieve from our users?

>> There is not a specific response rate we're looking to achieve. I'm not sure exactly how many invitations are going out so it would be difficult to judge that. Usually if we can get a hundred responses, that helps us to do our analysis and, obviously, the more the better.

LISA WRIGHT-SOLOMON: Okay. We have another question about the preview survey. And if you're interested in a link to the preview survey please e-mail us at mchbcss@hrsa.gov. We will send that preview link to you.

JESSICA JONES: We didn't initially make the preview link available to everyone. We were afraid the preview link would be sent out to the users accidentally. They are

separate links, while identical in content are separate links. The preview link doesn't collect information. If you would like it we are happy to share it with you. Quickly send us an e-mail and we will send the link back.

LISA WRIGHT-SOLOMON: Let's see if we have any more questions coming in.

Anyone have any more questions, please feel free to submit. Okay. We do have one.

What is the plan to present the outcome to us as a group? To be honest with you, we need -- I'll need to discuss that with MCHB leadership. I'll be honest that my discussions with them so far has been getting the survey approved and getting it fielded. I figured while the survey is in the field I can have those type of discussions with Dr. Van Dyke and other folks here in the bureau. Okay? Is the survey link -- next question -- is the survey link in the attachment sent via e-mail?

JESSICA JONES: The survey link to the live is in there. At this time it is deactivated. In order for you to see the question you have to see the preview survey. The link you have currently is the link you should be sending to your users.

LISA WRIGHT-SOLOMON: Another question, do you anticipate that user may have to fill out more than one center survey?

JESSICA JONES: It's possible the same end user may receive e-mails from multiple resource centers asking them to participate in this and, you know, I don't know how individuals will handle that. If it were me I would go to the survey and fill it out for each

resource center that contacted me. But we're not really sure. We're not entirely sure who all of our end users are and that's part of the -- the purpose of the survey is to get a sense -- well not of -- identifiable information of demographics, so we have no idea of knowing how much overlap there is between the 39 resource centers and in terms of their end users. I hope that answers your question.

LISA WRIGHT-SOLOMON: Okay. We have a question about the survey results. How will the survey results be used and who will see the results? The primary purpose of the survey and, thus, of seeing any results, is basically to provide us with demographics on the users of our resource centers. The survey has questions such as the level of education of the survey respondent, what role are they in? Are they a family member? A health care provider? A government worker? So we're interested in basically who the resource centers are serving and we also again being a customer satisfaction survey, we're looking for information basically to help improve services to our clients. So that's how we plan to use the survey results. Who will see the results? The overall results, of course, will be shared and then results for each individual resource center will only be shared with that resource center. So what you will get at each resource center, you will get some overall scores and then you will get yours. And hopefully that will help improve services because the customer satisfaction survey is just that. It talks about what people received, was it helpful to them? Did they get it in a timely manner? Okay. All right. Looking at some more questions. We have a very good question, very, very good question. I'm sorry it's take me go a minute to read the question. Should we promote the survey using social media like Facebook? We are

asking and asking that you not do that. Basically there two ways to contact your users of the past year. Via e-mail and that can be basically from a list that you have of the users over the past 12 months and the list serve, if you have a good updated list serve. And, also, by a link on your website. So those are the ways, actually, that we're asking that you contact your past 12-month users. Another question about results. Will individual resource center results be shared with the MCHB project office information that resource center? I believe that they will be, yes. Yes.

ROMEY AZUINE: Lisa, I want to point out again that sharing of the results is also going to depend on the number of responses we get from each resource centers. This is important. That is why we are actually requesting your assistance. We really need your assistance to make this survey worthwhile. So if we get enough number of responses from each resource center then we will share with those people. We are hoping you will be able to assist us.

LISA WRIGHT-SOLOMON: All right. Another question. We are a coordinating center for NBS grants. Will one respondent at each site be sufficient?

JESSICA JONES: If I understand this correctly, then the end users are just NBS grants? I would try to contact as many people who have used your services at all, who have gained something from your website, who have called benefits in finding something, because will one respondent from each site be sufficient? Multiple people

at the site that utilized the services it really behooves you to invite multiple people at that site to participate in the survey.

LISA WRIGHT-SOLOMON: Okay. Can we change the suggested text when sending the link to users? We would ask that you not do that? We spent time, believe it or not, a lot of time on the materials that were sent out to you to try to make them clear and what goes out to the users also to be very clear. So we suggest that you basically stick with our wording.

JESSICA JONES: That will help us with generalizing the results of the survey, as well, if everyone is contacted in the same way, if everyone is invited in the same way. We'll be able to look overall at the model and the source of the system.

LISA WRIGHT-SOLOMON: Okay. If the resource center is going into a competition year in 2011, will survey results be available by the end of this year so that elements of the results may be incorporated in the competitive guidance? My understanding is that we will have results August to September time frame.

ROMEY AZUINE: Like Lisa pointed out, the primary purpose of this survey is to provide information on the demographic of the users of our resource centers and to provide us information that will help us to improve the services that we provide at the resource centers. That is the primary purpose why the leadership is interested in this survey.

LISA WRIGHT-SOLOMON: Okay. Another question. Is it possible to get a list of question and answers or will this webinar be available afterwards? It will be available afterwards and archived a week ago at the same website where you registered. Okay.

JESSICA JONES: I would like some help identifying what a user is. May I call someone to discuss? Absolutely. You can contact us and we'll discuss what a user is. It is broadly defined and my colleagues should help me if I missed something. It is broadly defined as anyone that utilized the services or received anything from you in any capacity in the last 12 months. It could be assistance, information, truly any form of services. But, again, if you want to call and talk with us, go ahead and send us an e-mail at mchbccc@hrsa.gov.

LISA WRIGHT-SOLOMON: Another question, when should we send out the survey link, basically asking if there's a launch date.

JESSICA JONES: May 17. That's the official launch date. If you send it out before that may be frustrating for the users because it won't be active until May 17.

LISA WRIGHT-SOLOMON: May 17 is launch here. Gentleman more of the same, we got a question asking if we should not notify users in advance. I really recommend you don't notify users before May 17 because it may provide a frustrating experience if they try to go and complete the survey and they can't yet.

LISA WRIGHT-SOLOMON: Also we're asking you send the first announcement or survey link on May 17 but we're asking that on June 10 you send a reminder to your users that also has a link to the survey so they are getting notified a couple times about the survey. I have a question, can we launch it after May 17? If possible, we're asking that you contact your users for the past 12 months on May 17 if at all possible. Now, we understand that sometimes you might still be compiling your list and you may need an extra day or two to send it out. That would be okay. But we do request if at all possible, that you send out your survey invitation on May 17. Okay. If anyone has any other questions please go ahead and submit them and just as a reminder, as you work through the process, we greatly appreciate all your help, please feel free to contact us at mchbcss @hrsa.gov. We will get back to you and answer your questions as soon as we can. Thank you everyone. Everyone have a good rest of the afternoon. Thanks so much. Bye-bye.